Inter Division Memo
N. J. Chain Account Division

May 23, 1995

To: F. E. Cook
G. P. Mitchell
A. V. Addessi
F. L. Maney
S. G. Grossberg

From: Nick Kuruc

RE: RJR Retail Profitability

Attached is a retail profitability presentation with data extracted from the ***RJR Pro*** computer program in the RJR Tool kit, Microsoft Windows.

This presentation toplines profit in different volume level pack outlets, taking into consideration our new Partners Base program, and Co-Marketing.

It might be helpful to present this information to your Sales People at your next Division Meeting. As outlined it should assist our Sales Representatives in understanding the rationale behind our new Retail Partners Program.

If you have any questions, please call me.

Nick Kuruc

cc: M. A. Young
J. T. Jones

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Source: https://www.industrydocuments.ucsf.edu/docs/srby0000